

Set	Items	Description
S1	642	((INTERNET OR WEB OR WEBSITE) (S) RECRUIT? (S) (MATCH? OR - COMPARE OR COMPARING OR COMPARISON)) AND OFFER
S2	123	((INTERNET OR WEB OR WEBSITE) (S) RECRUIT? (S) (MATCH? OR - COMPARE OR COMPARING OR COMPARISON)) (S) OFFER
S3	42	((INTERNET OR WEB OR WEBSITE) (S) RECRUIT? (S) (MATCH? OR - COMPARE OR COMPARING OR COMPARISON) (S) (INVITATION OR OFFER)) AND (SURVEY OR QUESTION?)
S4	26	RD S3 (unique items)
S5	15	S4 NOT PY>2000
?		

T S5/3,K/ALL

5/3,K/1 (Item 1 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02492348 117543138

**No such thing as ... the language of business: colourless green ideas sleep furiously**

Rowe, Jim

Management Decision v36n2 PP: 117 1998

ISSN: 0025-1747 JRNL CODE: MGD

WORD COUNT: 4248

...TEXT: 1980s. Here common knowledge was not appropriate to an environment which was changing rapidly. The **question** therefore is: how can these processes be interpreted through the understanding of a learned language... the negotiation. The technical need for codification is being reduced in an information oriented environment ( **Internet** , satellite etc.) Accounting can be considered as a highly codified model of financial transaction. Within an organisation it offers operational information in the proprietary quadrant of organisational activity. Company accounts **offer** public information using market performance indicators. This information becomes common knowledge through diffusion and decoding...

...language in the sense that an Equal Opportunities policy may be the language of fair **recruitment** . While this particular language may observe some of the rules of language in the way...

...of soccer, they are not the same (unless it's a Wimbledon v. Leeds United **match** .) The issue then is: is accounting a language in the true sense of the word...

...data + meaning, and meaning is derived from the purpose of the human activity system in **question** , i.e. what it does, we have what Stafford Beer (1996) refers to as a...innocents who redefine "lush" on a whim with little remorse for its past glories.

#### Application **questions**

1Is a "language of business" a useful concept? What benefits might be gained if business had...

5/3,K/2 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02048829 56739871

**Partnering with your recruiter for career success**

Messmer, Max

Strategic Finance v82n1 PP: 8-10 Jul 2000

JRNL CODE: NAA

WORD COUNT: 811

...TEXT: their websites.

Numerous resources are available to help with your research. In addition to the **Internet** , read trade publications and local association newsletters to identify the best staffing consultants and **compare** services. Look for those who **offer** both the flexibility of online listings and a personal dedicated **recruiter** . Being able to register and submit your resume online will broaden your exposure. Many **recruiting** firms also **offer** the opportunity to sign up for customized searches of job listings as well as

automatic...

...accounting positions that you prefer and for which you're qualified. Expect to be asked **questions** that verify your accomplishments and abilities. Offer direct, specific answers. Your clarity will help the...

5/3,K/3 (Item 3 from file: 15)  
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01906777 05-57769

**Pro and con: Internet interviewing**  
Levine, Phil; Ahlhauser, Bill; Kulp, Dale; Hunter, Rick  
Marketing Research: A Magazine of Management & Applications v11n2 PP:  
33-36 Summer 1999  
ISSN: 1040-8460 JRNL CODE: MRE  
WORD COUNT: 2799

...ABSTRACT: topics in market research today - Internet interviewing. Internet interviewing offers many advantages ranging from fast **survey** setup and execution, to a more convenient process that provides for high respondent participation, according...

...TEXT: topics in market research today-Internet interviewing. Internet interviewing offers many advantages ranging from fast **survey** setup and execution, to a more convenient process that provides for high respondent participation, say...

...properly employed, and its study design and execution are fast and inexpensive compared with other **survey** techniques, the authors say.

But like any new research method, Internet interviewing has glitches that ...

...a computer. The Web is the perfect environment for controlled information exchanges. And what is **survey** research, if not a controlled information exchange?

But we caution you: Even in those areas...

...values will reflect these realities.

This article makes the case for using the Internet for **survey** research, and specifically, that Web interviewing has certain advantages over other methodologies, survives scrutiny on the underlying issue of projectability, is beginning to advance **survey** theory and design, and will enhance the role of market research in society.

#### INTERNET'S ADVANTAGES

The advantages of Internet interview ing are numerous and include:

Fast **survey** setup, typically as fast or faster than CATI.

Fast **survey** execution, allowing for most interviews to be completed within two days.

Visual stimuli can be evaluated, unlike CATI.

Stimuli presentation can be controlled, allowing for pre and posi **questions** , unlike traditional mail

**Question** presentation is consistent, eliminating interviewer bias.

**Questionnaire** skip patterns can be controlled, eliminating interviewer error.

Less intrusive process, allowing respondents to answer...

...of an interviewer, unlike CATI or mall.

Permits real-time data cleaning (e.g., required **questions** are answered, constant sums add up, numerical inputs can be restricted to a range such...

...to perfectly random sampling of the general population.)

Consider CATI, the previous pinnacle of valid **survey** sampling. Even in this environment, more people are using answering machines to screen calls and...that are used in other interviewing methods where the representativeness of the sample is in **question**. According to AC Nielsen BASES, surveys on the Web panel provide the same forecast accuracy...

...at a university that has numerous computers available 24 hours a day.

In addition, the **Web** can open up other limited universes that **offer** business advantages, as long as their limitations are known. For example, brand-name manufacturers who don't sell their products over the **Internet** still may receive numerous **Web** site visits and be able to garner a proprietary panel that is useful, though not...

...at Procter & Gamble or Coca-Cola), or toward people with problems (for instance, at the **Web** site of a computer chip maker). These panels are more useful for analyzing variations in a product or getting feedback on time-sensitive product development issues than for **comparing** a product to competitors' products. Also, these panels can help **recruit** all kinds of user samples, including those from low incidence populations. If used judiciously, these...

...groups, opt-in lists, and specialty Web sites are some sources of low incidence populations.

#### **SURVEY DESIGN AND EXECUTION**

The advantages of Internet interviewing include the primary reasons for the adoption...

...can be set up and executed for a fraction of the cost of a traditional **survey**. The advantages that help make your **survey** better than it would be using another medium depend on the medium to which you...

...convenience of the respondent.

Specifically, some features of Internet surveys can improve your control over **survey** design and execution. These features, which relate to the fact that Web surveys are graphical, self administered, browser based, and executed in real time, include:

screen look and feel

**question** layout

word dynamics for on-screen **questionnaires**

resolution and placement of graphics

randomization of answers or stimuli

real-time cleaning of answers...

...up)

simple layout of data

tools of software that facilitate programming and testing of a **survey**  
richer open-end responses

#### APPLICATION/USES

While we can't predict the future of Internet...

...higher volume of valuable research being commissioned because it's  
faster, cheaper and easier

shorter **questionnaires** because we have more respondents and more of a  
need to respect them

richer data...

...widely available and used

interactivity-not only with what a respondent has said in this **survey** ,  
but also with what the respondent has said in previous surveys, and  
interactivity with what other respondents are saying in this **survey**

In the near and more distant future, the Web will become more tightly woven  
into...

...other research completed over the phone, by mail, or in person? The  
answer to that **question** is "no."

We would argue that even if Internet interviewing does replace other  
research methods...

...researchers who feel that Internet interviewing is already the "be all  
and end all" for **survey** research. For now, such problems exist as the  
small sample size that Internet interviewing covers...

...confirm the respondents' true identity and demographic information.

No modality is perfectly suited to all **survey** efforts, nor is any mode  
without its own inherent problems or advantages. From a statistical...total  
coverage is in the range of 92% to 94%. Moreover, with just a simple  
**question** or two, one can determine the relative probability of selection  
due to multiple voice lines...

...based. Based on the Web site, participants can elect to enter and fill  
out a **questionnaire** . How much different is this from a 800 or 900 poll?

The Web's anonymity...

...present dangerous opportunities for companies conducting sensitive  
research on new products, as it raises such **questions** as: Who actually is  
participating? Are some respondents actually conducting organized corporate  
intelligence? The easiest...

...it is out in the marketplace about new product variations that are asked  
in a **survey questionnaire** . The likelihood of this occurring in a  
telephone study is much less because respondents are...

...databases, no verification process may exist in regard to the people who  
actually complete the **survey** or where they even reside. At least in most  
cases, an interviewer can determine gender...

...pale next to the figures we've seen relative to the percentage of e-mail  
**survey** respondents. Of course, given the non-probability nature of Web  
surveys, this is somewhat of...

...anyway.

Our bet is that most researchers still will want some statistical basis for their **survey** work. There are examples in which a low-budget Internet sample may make sense or...

...of the population has access means that it provides a reliable basis for conducting a **survey** on any subject. Yes, there is a certain cachet. It's high tech, trendy, and...

5/3,K/4 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01902988 05-53980

**Using the Web to advance your career**

Casson, John J

Business Economics v34n4 PP: 84-86 Oct 1999

ISSN: 0007-666X JRNL CODE: BEC

WORD COUNT: 1829

...TEXT: Experts.com and the NABE Consultants and Services Registry.

**Resume Postings**

Would you welcome an **offer** of employment? You can make your qualifications known to a great many organizations by posting your resume on **Web** sites such as Career Mart and JobOptions. Employers and **recruiters** are able to search electronically through such extensive compilations of resumes for "key words" that indicate that the qualifications of an individual may **match** the requirements for a position. NABE members can post their resumes on the Positions Wanted section of the association's **Web** site. Instructions on how to convert paper resumes into electronic resumes can be found on Career Mosaic, Tripod's Resume Builder many other **Web** sites.

**Homepage Portfolios**

Do you have your own Web site? You can modify or create...finding job openings, networking techniques, preparing paper and electronic resumes, corresponding with employers, answering interview **questions** and negotiating job offers. Many of these sites also provide career information and links to...

5/3,K/5 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01556485 02-07474

**The hunt for skilled workers**

Lee, Chris

Training v34n12 PP: 26-33 Dec 1997

ISSN: 0095-5892 JRNL CODE: TBI

WORD COUNT: 4579

...TEXT: signing bonuses reserved for top executives or those with high-demand computer skills: A recent **survey** by the Society for Human Resource Management (SHRM) found that nearly 40 percent of employers...pay packages will probably rise 5 percent to 6 percent. Depending on the job in **question** and the candidate's marketability, however, that's a low-ball estimate: MCP magazine's 1997 annual salary **survey** of Microsoft-certified IT professionals calculated a oneyear average increase of 15 percent for systems...

...t even find temps," she says.

A day rarely goes by in which a new **survey** doesn't confirm the scarcity of skilled workers and issue dire predictions about the foreseeable...  
...jobs in the United States-and that's an estimate it considers conservative because the **survey** didn't include small companies or nonprofit and government organizations. One-third of the companies...that when a company poaches a **CI** o from another firm, one of the first **questions** the newly hired exec is likely to hear is, Who are you bringing with you...work force development (see box page 30).

Microsoft is alarmed enough about the situation to **offer** its solution-provider companies (MSPS) aid on several fronts. It recently launched the "Skills 2000...

...long-term help. Microsoft has arranged discounts for M S P s with Quantum EDP **Recruiting** Services, an agency that specializes in IT placements. MSPs also can conduct free resume searches on the Monster Board, the biggest job-posting and resume service on the **Web** . A crosscountry job-fair blitz this fall aimed to **match** IT professionals with job openings and to interest new **recruits** in the field.

Microsoft is also revving up the skills engine by offering discounted Saturday...

5/3,K/6 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07699646 Supplier Number: 64165529 (USE FORMAT 7 FOR FULLTEXT)  
**New Career Center Exclusively for Wireless Developers Launches Today; AnywhereYouGo.com Career Center Features Salary Survey , Wireless Notification to Recruiters, Candidates.**  
Business Wire, p2818  
August 14, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 639

**New Career Center Exclusively for Wireless Developers Launches Today; AnywhereYouGo.com Career Center Features Salary Survey , Wireless Notification to Recruiters, Candidates.**  
... enabling us to provide more experienced candidates to our clients."  
The Wireless Career Center will **offer** job search and job posting, resume search and posting, powerful security features and regular upgrades to ensure the latest job search technologies. Both job seekers and **recruiters** will be able to create a wireless agent that will notify them via their **Internet** -enabled cellular phone, PDA or other wireless device that a **match** has been found to their search.  
"The recruiting network reinforces our commitment to be the...  
...Internet Labs. We also have plans to benchmark wireless developer industry salaries through a new **survey** that we will conduct and report in the next 90 days."  
About AnywhereYouGo.com  
With...

5/3,K/7 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07404968 Supplier Number: 62199969 (USE FORMAT 7 FOR FULLTEXT)  
**Banks Power ASP Explosion.(Industry Trend or Event)**

Wijnen, Ren E.  
Bank Technology News, v14, n4, p36  
April, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1368

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...host them on their own servers. The client then accesses the application either through the **Internet**, via a password-protected link on the ASP's **Web** site or, for tighter security, through a dedicated line. For many financial companies the new...

...MD. Several factors triggered Liberty Mutual's decision to outsource application support, including trouble in **recruiting** and maintaining IT staff and difficulty keeping up with software upgrades. Also, the company's

...vary widely depending on the type and scale of the software, Mizoras notes that, when **comparing** just the costs of the service to the cost of the software over its lifetime...

...concept was born, but IDC says the ASPs began gaining popularity in 1997. Some have **questioned** whether the idea is really all that new, noting that companies such as Automatic Data...

...companies." The rise of ASPs threatens traditional software licensing revenue, causing many software vendors to **offer** their own products as an ASP. For example, Siebel, San Mateo, CA, sells its products, offers them as an ASP service to large clients, and contracts with USi to **offer** its product as an ASP service to others. Software companies might license software from an...of which are expected to be announced later this month, banks or financial institutions can **offer** Expensable.com as an added service to small and midsize business customers. Companies will access Expensable.com through the financial institution's **Web** page, but the software will be hosted by Managemark. The level of services a business...

→ 5/3,K/8 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06965162 Supplier Number: 58911906 (USE FORMAT 7 FOR FULLTEXT)  
**Online Hiring: HR Pros are Screening Candidates in Their Sleep; DDI's New Web-Screen(TM) Has Caught on With Major Players Such as Bestfoods.**  
PR Newswire, p7782  
Jan 24, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1116

... Although many people are going to the Web to find a job, a recent industry **survey** discovered that 63 percent of online job seekers prefer specialty Web sites geared toward a...

...a company more than money. Qualified candidates are in high demand and are usually being **recruited** by more than one organization. If a company cannot identify prospects and make an **offer** quickly, it will lose the best candidates. DDI's **Web** -Screen helps companies focus by qualifying good candidates in a fraction of the time and for significantly less money than traditional methods. **Web** -Screen saves valuable **recruiter** time through automatic **matching** of candidate qualifications with company and job specific requirements. In fact, Wellins estimates up to...  
...Additionally, speeding up the qualification process means organizations



can "nab" candidates before their competitors. With **Web** -Screen, companies have completed the screening and interview process and made job offers in less...

...company and  
position.

2. Next, candidates complete a motivational profile in which they are asked **questions** designed to assess the candidate's fit with the company's specific job challenges, culture...

...3. After the candidates complete the motivational profile, Web-Screen asks

qualified candidates in-depth **questions** that allow the employer to understand educational, work and social experiences critical to success.

4...

...5. If they choose to continue, the candidates are asked to respond to basic background **questions** about past experiences and accomplishments.

6. Again, candidate input is automatically matched against motivational and...

5/3,K/9 (Item 4 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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06165926 Supplier Number: 53992545 (USE FORMAT 7 FOR FULLTEXT)

**PBR NOTES.**

Public Broadcasting Report, v21, n5, pNA  
Feb 26, 1999

Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 3472

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

...which he didn't disclose. Vp-News Jeffrey Dvorkin said his "most important issue" is **recruitment** of young journalists to replace recent losses. N.H. Public Radio Gen. Mgr. Mark Handley...

...DirecTV move, although court challenge was possible. Announcement came as Senate Commerce Committee grappled with **question** of how to safeguard consumer interests as cutoff date approached and constituents were becoming increasingly...

...Cal., \$200,000. Other Grants: Ky. Network, 3rd \$50,000 grant from UPS Foundation, toward **match** of \$1 million challenge to fund arts education programs... Md. PTV, several grants: (1) \$200,000 from Annie Casey Foundation for Newsmight Md. and related **Web** site. (2) \$144,000 from Md. Dept. of Human Resources Child Care Administration for "Ready...FM St. Louis raised \$180,000 in Valentine's Day drive, including \$10,000 from **Web** pledges, despite preempting it for 5 days for impeachment trial... WHY? FM Philadelphia had goal...MAP), entertainer-station owner Stevie Wonder. FCC commissioners generally kept their views to themselves. Most **questioning** was by Chmn. Kennard and Comr. Ness, who wanted to know how LMAs and consolidations...

...Media & Telecom Council. Extension is 2nd for proceeding. WCS Radio (WCSR) application to FCC to **offer** satellite digital audio radio service (SDARS) using wireless communications services spectrum drew more criticism from...

5/3,K/10 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06151078 Supplier Number: 53939979 (USE FORMAT 7 FOR FULLTEXT)  
Internet Access: Online Banner Ads as Effective as Television Ads in  
Building Brand Awareness, New Ipsos-ASI Research  
Confirms.(Internet/Web/Online Service Information)  
EDGE: Work-Group Computing Report, pNA  
Feb 22, 1999  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 1170

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Ipsos-ASI, the worldwide leader in advertising market research for both television and the **Internet**, Wednesday released a new research study indicating that online banner advertisements are as effective as...

...Vice President of Ipsos-ASI Interactive, said: "This new study underscores the effectiveness of the **Internet** as an advertising medium, and demonstrates the value of online advertising to today's marketers...

...significant finding of a landmark research study analyzing the effectiveness of online banner advertising, and **comparing** their impact to traditional television advertising. Other important yardsticks, including persuasion and brand imagery, will...

...looked at using parallel methodology, it begins to answer one of the most frequently-asked **questions** among advertisers as to whether the online medium is an effective way to market their...

...and most robust online research database in existence today. Ipsos-ASI has been collaborating with **Internet** online leader America Online on the development of the project since June 1998. Similar to...

...Ipsos-ASI researchers have tested more than 45 banner ads on approximately 7,000 randomly **recruited** consumers in various content and chat areas of the AOL service and AOL.COM. Before...

...television, Ipsos-ASI carefully adapted the accepted television testing model for the online world. The **invitation** used to solicit participation in the online test is identical to the **invitation** used to solicit participation in the television test. In both cases, the viewer/user is...

...to the evaluation of advertising. Further, both tests are done in live environments, and identical **questions** are asked concerning claimed recall of the branded advertisement, message communication effectiveness, product purchase intent, and brand imagery. In both cases, respondents were **recruited** randomly: o For the television advertising effectiveness testing, **recruitment** takes place via phone through random digit dialing (RDD). Respondents agreeing to participate are invited...

...geographic area. The test advertisements are embedded in the commercial breaks within the programming. The **invitation** asks the respondent to participate in a project to evaluate television program content, with no...

...respondent views the television program, they are again contacted by telephone to participate in a **survey** designed to capture recall, perceptions and attitudes toward the program content and the advertising within that content. o For the online advertising effectiveness testing,

**recruitment** takes place within AOL's Opinion Place area. **Recruits** are first screened to ensure their demographic profile is consistent with that of the standard...

...a live test environment. After visiting the specified area, the respondent immediately returns to the **survey** using another AOL Keyword, where they are served and are asked to complete a 10-15 minute **questionnaire**. The demographic profile of the television ad database respondents and the online respondents are comparable...

5/3,K/11 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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12219028 SUPPLIER NUMBER: 62690098 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Sharing In The Bounty: Dot-coms and hyper competition have raised Wall Street compensation levels to unprecedented heights, but will it last?(Brief Article)**

Sweeney, Paul

Investment Dealers' Digest, ITEM0016400E

June 12, 2000

DOCUMENT TYPE: Brief Article ISSN: 0021-0080 LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 3449 LINE COUNT: 00268

... leave, they won't be accepted back. "Competition is ferocious," says Rik Kopelan, an executive **recruiter** at Boyden.. "Firms (have been) so panicked about losing bankers that they are signing them...

...and benefit from IPOs and private equity deals. The way plans are structured, a company **matches** an employee's investment of, say, \$100,000 with \$200,000, raising the stakes to...

...of course, aren't that enticing unless markets remain strong. But as technology and, particularly, **Internet** stocks have taken a dive and then behaved erratically, the attractiveness that such co-investment...

...consultant Remec observes that an established Wall Street firm which can promise more stability can **offer** less pay but compete with the start-ups on a "risk-adjusted basis." In other words, she says, Wall Street does not have to **match** the bumptious competition dollar-for-dollar. For example, DLJ was at a distinct disadvantage several...

...stock options. With the stock market performing much less predictably, however, the Silicon Alley's **offer** looks more like \$2-\$3 million, making it necessary for DLJ to sweeten its pay...that rising revenues are kicking off rising compensation dollar-wise but not percentage-wise." The **question** is whether Wall Street's brave new world of compensation-a pay structure replete with...

5/3,K/12 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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10488867 SUPPLIER NUMBER: 21171447 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Taking Stock of the Web.**

Warner, Bernhard

ADWEEK Western Advertising News, v48, n38, pIQ

Sept 21, 1998

ISSN: 0199-4743 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 3996 LINE COUNT: 00295

TEXT:

Ready for a **Web** marketing war? When the stock market does its best pinball machine impression - as it has...

...he says, summarizing a major theme of the ad campaign and the indisputable beauty of **Web** brokers: when everyone and their brother-in-law is trying to get their broker on...

...Seattle-based company won't break even until after the millennium, analysts predict. In contrast, **Web** brokers such as ETrade and Ameritrade have been racking up quarterly profits at a consistent...

...trading. And because of that it's going to mean more people will use the **Internet** as channel of first choice." The category's major players have the numbers to back...

...their investment portfolio, buying and selling shares in stocks, bonds or mutual funds on the **Internet**, according to a recent report by Piper Jaffray, a Minneapolis-based financial consultancy. The same...

...the growth of the online brokerage industry is this: in September 1995, there were no **Web**-based brokers. Zero. Today, there are 82, according to Concord, Mass.-based brokerage tracking firm Gomez Advisor. **Internet** participants include the traditional neighborhood discount broker such as Charles Schwab & Co. and Fidelity Investments, which both report that their customers conduct more than half their business online, and **Web**-grown firms like ETrade, Datek Online and Ameritrade. While online trading today represents between 5 percent and 10 percent of all market activity, according to Burnham, the **Internet**, with commissions as low as \$5 per trade, is exacting a seismic toll on the...

...in the hundreds of dollars, are reluctantly considering shifting some of their business to the **Internet**. Likewise, some **Web**-based firms are mulling the profitable business of selling financial advice. Then there's much...

...Nasdaq or the New York Stock Exchange. The changes afoot send an indisputable message: the **Internet** is fast becoming the preferred channel among investors. Online brokers are a rare breed: they...

...million active online accounts in existence and another 20 million portfolios being tracked on the **Internet**, according to investment bank ABN Amro, New York. Marketers have begun honing in on the roughly 15 million accounts that could be had if the offer is enticing enough to turn window shoppers into buyers. "They know the **Internet**," says Gramaglia, referring to the "sweet spot" target of unclaimed potential accounts. "They know investing...Ameritrade, pouring in a combined \$500 million in advertising, online and off, to promote their **Web** brokerages. That dollar figure represents a 75 percent jump over last year-an astounding increase...

...channel, hoping to convert the 12 million-plus AOL member base into customers. Like all **Web** distribution pacts, the business schematic for the AOL deal is actually borrowed from the retail...

...to the smarmy broker making a killing off your investments. And, in this era of **Web**-based discount brokers undercutting each other on price, Schwab is taking the high road. The...

...to de-emphasize price, holding steady with one of the highest transaction fees on the **Web**: \$29.95 per trade. As Saunders explains: "We're looking for the customer who wants...

...a source of personal finance information and advice. In the future Schwab will consider striking **Internet** sponsorship deals where more established discount brokers such as Fidelity reside. However, it will

steer...

...market," says Chris Cooper, chief executive officer at Quote.com. Ever mindful of market cycles, **Web** brokers are targeting less fickle investors in their marketing, Cooper adds. Those who can't...transaction fees in the long run" says Hall, the top-tier firms will focus their **recruitment** efforts on this group. But it won't be easy. The retirement-minded investor needs...

...the case of Fidelity and BankBoston Robertson Stephens for ETrade customers. The top firms also **offer** customers checking accounts, debit cards and access to initial public offerings. Brokers with the deepest...

...but it's going to be intense." How come you didn't buy a price **comparison** service like (Amazon CEO) Jeff Bezos did in buying Junglee? I think there are going...

...in little pieces, you can gauge what it means.... Now you've also asked a **question**, what did you learn out of it? Or what are the lessons we take away...what you usually see in a product that has 48 percent (brand recall as an) **Internet** /online service vs. everybody else at 5 or 6--which is people go, "Wait a...

...an example often which is actually a better example: We're a supermarket and the **Internet** is one of our warehouses. Proprietary content's another warehouse. We're in the business...

5/3,K/13 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10419397 SUPPLIER NUMBER: 21057132 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**EPA to Convert Buildings into Environmental Stars.**  
Sulviner, Prall  
Energy User News, v23, n8, p1(1)  
August, 1998  
ISSN: 0162-9131 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 816 LINE COUNT: 00069

TEXT:

...qualify if energy use is reduced 30 to 35 percent. "The program answers the important **question** of how does my building **compare** with the energy performance of other buildings?" said Mark Ginsberg, deputy assistant secretary for building...

...in what you've already accomplished." Out of the gate, the EPA and DOE has **recruited** three marquee buildings-The World Trade Center and the Empire State Building in New York...

...ways to make their properties more energy efficient, the EPA has created software programs that **offer** energy management hints. One program is DOE-2, which calculates the energy use of an...  
...conditioning equipment. and homes. For more information on the Energy Star initiative, visit DOE's **Website** at [www.eren.doc.gov/buildings](http://www.eren.doc.gov/buildings) and EPA at [www.epa.gov/buildinglabel](http://www.epa.gov/buildinglabel).

5/3,K/14 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09995750 SUPPLIER NUMBER: 20198664  
**An appetite for high tech. (use of information technology at business**

**schools) (Business Education survey )**

Houlder, Vanessa

Financial Times, pVI(1)

Jan 19, 1998

ISSN: 0307-1766

LANGUAGE: English

RECORD TYPE: Abstract

**An appetite for high tech. (use of information technology at business schools) (Business Education survey )**

...ABSTRACT: heavily in IT to enhance communication and learning into the community. The school operates a **web** site for assignment delivery and to give faculty and students an on-line forum. Links...

...maintained once the students complete the course. Other business schools, such as London Business School, **offer** online job **recruiting** services to **match** students with potential employers.

5/3,K/15 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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02222886 SUPPLIER NUMBER: 21171803 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Pay us a Visit and you could be going places. (Vacancies in Systems and Information Technology recruitment fair) (Industry Trend or Event)**

Computer Weekly, p94(1)

Sept 17, 1998

ISSN: 0010-4787

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1303 LINE COUNT: 00133

TEXT:

...opportunities Visit affords both employers and candidates make it far and away the most effective **recruitment** event around The aim of the Visit (Vacancies in Systems and Information Technology) **recruitment** fairs is to bring together IT professionals who want to advance their careers with companies who are looking to **recruit** the staff they need to take their businesses forward. On each of the exhibition stands...

...to companies about the opportunities they have and discuss on the spot how your skills **match** up. All the exhibition stands are staffed not only with human resources specialists but also...

...about job vacancies. And if you both like what you see, you can take the **recruitment** process to the next stage and arrange a formal follow-up interview. Allowing companies and...

...with well-known employers that they simply didn't know existed. According to Richard Watts, **recruitment** events director at Visit organisers Haymarket, "Even those candidates who don't end up being **recruited** through Visit feel they come away with a better understanding of the job market, the...

...exhibitors, the Visit experience is equally valuable. The attraction, according to Michaela Burr, head of **recruitment** at Cap Gemini, is that Visit brings together a large number of very good quality...

...partners. Enduser organisations such as BUPA also find Visit to be an excellent way to **recruit** IT staff because it helps them to raise their profile as serious IT employers. On...

...that, says Linda Gillian, resource manager at BUPA, Visit is a very costeffective way of **recruiting** staff. Peter Carlile, associate director of UK Services at CMG with responsibility for central **recruitment** and training, confirms this. "We only need to **recruit** three or four people

from Visit and we've saved the equivalent cost of the agency fees," he explains. In fact, Watts says, exhibitors at Visit events **recruit** an average of nine staff each. With about 2,000 jobs on **offer** from the 40 or so exhibitors at the next London Olympia show and a further 1,000 **recruits** being sought at each of the Manchester and Edinburgh events, it is no surprise to...

...Marks & Spencer, Nestle and Scottish Widows. But Visit also attracts smaller companies who need to **recruit** a small number of highquality staff cost effectively. Together, these companies are looking for staff...

...arena - from Cobol to Java - and at every level. For example, Cap Gemini will be **recruiting** 2,000 people over the course of this year across every IT discipline. In particular...

...national and local media in order to attract appropriate candidates. Visit also has its own **Web** site ([www.visit.haynet.com](http://www.visit.haynet.com)), which is linked to the major IT **recruitment** sites in the UK. On top of that, the Visit organisers work closely with the...

...on hand describing the company, its structure, the kind of people it is looking to **recruit**, the technologies used and the kind of career progression which **recruits** can expect. Visit also offers training to all the exhibitors so that their staff will be ready to answer candidates' **questions**. Finally, after the event, each exhibitor is briefed on the demographics of the candidates who attend the event, so that they can plan their **recruitment** strategies more effectively in the future in order to attract the staff they need. As...

... Dress as you would for any interview () Don't be afraid to ask lots of **questions** : Visit is as much for you to find out about the companies exhibiting as it...

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